

ORDER



Orders
Order / Rev: 699014
Alt Order #: 06229815
Product Desc: BETTY SUTTON/CONGRES
Estimate: 2088
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Buying Time, LLC/ POL
Buying Contact:
Billing Contact:
 650 Massachusetts Ave. N.W. , Suite 210
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Betty Sutton for Congress
Demographic: A35+
Product Codes: PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	45	\$47,975.00	\$40,778.75
10/29/12	10/29/12	11	\$11,350.00	\$9,647.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$47,975.00	\$40,778.75	0.00
November 2012	11	\$11,350.00	\$9,647.50	0.00
Totals	56	\$59,325.00	\$50,426.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	22%	\$59,325.00
Market	100%	\$269,659.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$2,696.59
WEWS	35%	\$94,380.68
WJW	18%	\$48,538.64
WOIO	23%	\$62,021.59
WUAB	1%	\$2,696.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/26/12	10/26/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$450.00		0.00						
N 2	WKYC	10/26/12	10/26/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$175.00		0.00						
N 3	WKYC	10/26/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	WKYC	10/29/12	10/29/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,000.00		0.00						
N17	WKYC	10/29/12	10/29/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,400.00		0.00						
N19	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,400.00		0.00						
20	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		0.00						
N23	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,400.00		0.00						
N24	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,400.00		0.00						
N25	WKYC	10/28/12	10/28/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$2,400.00		0.00						
N26	WKYC	10/28/12	10/28/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$650.00		0.00						
N28	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,400.00		0.00						
N29	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,400.00		0.00						
N30	WKYC	10/25/12	10/25/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
CH 3 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,400.00		0.00						
N31	WKYC	10/25/12	10/25/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,200.00		0.00						
32	WKYC	10/25/12	10/25/12		CM	1237a-136a	---T---	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Late Night															
Late Night w/Jimmy Fallon															
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$475.00			0.00			
33	WKYC	10/25/12	10/25/12	M-F 3-4p	CM	3p-4p	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
The Doctors															
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$450.00			0.00			
N34	WKYC	10/25/12	10/25/12	M-F 4-5p	CM	4p-5p	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Ellen Degeneres															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$600.00			0.00			
N35	WKYC	10/25/12	10/25/12	M-F 430a-5a	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
430a News															
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$175.00			0.00			
N36	WKYC	10/25/12	10/25/12	M-F 5-6a	CM	5a-6a	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Channel 3 News @ 5AM															
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$650.00			0.00			
N37	WKYC	10/25/12	10/25/12	M-F 5-6p	CM	5p-6p	---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
Dr. Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$1,000.00			0.00			
N38	WKYC	10/25/12	10/25/12	M-F 6-630p	CM	6p-630p	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
Channel 3 News at 6p															
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$2,400.00			0.00			
N40	WKYC	10/25/12	10/25/12	M-F 7-9a Today	CM	7a-9a	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$1,400.00			0.00			
41	WKYC	10/25/12	10/25/12	M-F 9-10a Today II	CM	9a-10a	---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1			\$600.00			0.00			
N42	WKYC	10/23/12	10/23/12	M-F 11-1135p	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
Channel 3 News at 11p M-F															
CH 3 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$2,400.00			0.00			
N43	WKYC	10/23/12	10/23/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$1,200.00			0.00			
44	WKYC	10/23/12	10/23/12	Late Night	CM	1237a-136a	-T-----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
Late Night w/Jimmy Fallon															
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$475.00			0.00			
45	WKYC	10/23/12	10/23/12		CM	3p-4p	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$450.00		0.00						
N46	WKYC	10/23/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$600.00		0.00						
N47	WKYC	10/23/12	10/23/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				EARLY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$175.00		0.00						
N48	WKYC	10/23/12	10/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				NEWS AT SUNRISE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$650.00		0.00						
N49	WKYC	10/23/12	10/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,000.00		0.00						
N50	WKYC	10/23/12	10/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				CH 3 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,400.00		0.00						
N52	WKYC	10/23/12	10/23/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,400.00		0.00						
53	WKYC	10/23/12	10/23/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$600.00		0.00						
N55	WKYC	10/24/12	10/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,400.00		0.00						
N56	WKYC	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,200.00		0.00						
57	WKYC	10/24/12	10/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	1	\$475.00	P-2	0.00	NM	1	\$475.00
				JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$475.00		0.00						
58	WKYC	10/24/12	10/24/12	M-F 3-4p The Doctors	CM	3p-4p	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$450.00		0.00						
N59	WKYC	10/24/12	10/24/12		CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 430a-5a 430a News												
EARLY TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$175.00		0.00							
N60	WKYC	10/24/12	10/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00	
NEWS AT SUNRISE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$650.00		0.00							
N61	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$1,000.00		0.00							
N64	WKYC	10/24/12	10/24/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00	
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$1,400.00		0.00							
65	WKYC	10/24/12	10/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00	
TODAY SHOW II																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$600.00		0.00							
N66	WKYC	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	1		\$1,600.00		0.00							
													Totals	56	\$59,325.00	